Business without boundaries

CCBEC

SHENZHEN

China (Shenzhen) Cross Border E-commerce Fair

22 – 24 February 2023 Shenzhen World Exhibition & Convention Center, China

www.ccbec-shenzhen.com













CCBEC

puts you on the fast track to better results

When it comes to exploring the world of e-commerce, there is no place better than **China (Shenzhen) Cross Border E-commerce Fair**. As one of the largest trade fairs of its kind in the country, the fair attracts a vast number of local and international e-commerce platforms as well as service providers and suppliers of every stripe. It is the place where Chinese suppliers connect to global markets, and the world to China.

Shenzhen and the industrial resources of the Greater Bay Area constitute an unparalleled hub for e-commerce. CCBEC brings all of these advantages together. The 2022 fair will play an important role in supporting collaboration between major cross-border e-commerce business segments, including consumer goods, consulting, and payment services.



a must for your business to stay competitive

Utilise our new online services to stay ahead of the curve:

Online Business Matchmaking Service: held regularly, this value-added service helps businesses start connecting with each other before the show opens.

Cloud Forum: a line-up of topical online forums covering five key subject areas will be organised each month throughout the year.

For more information, please refer to the show's official website.





Last year's CCBEC successfully capitalised on the growing cross-border e-commerce movement. We met many clients at the fairground who were interested in e-commerce and our international trade platform. This trade fair is very professional and I look forward to even better shows to come.

Mr Qiu Zongbing, General Manager, Alibaba International Station (Shenzhen) (Exhibitor in 2021)

The manufacturers at CCBEC specialising in overseas export are very professional because they have good knowledge of consumer habits in overseas countries. They provide accurate product quotations as well as updates on international e-commerce.

Mr Yang Yongjian, General Manager, Hong Kong You Yi Ya Trading Co Ltd (Visitor in 2021)

Meet the growing number of customers beyond your borders

Ride a new international e-commerce wave

The cross-border e-commerce market has boomed over the past two years. According to China Customs, international transactions reached USD 320 billion in 2021, an increase of 15% from the year before. The proportion of exports rose to USD230 billion, an increase of 24.5%. [17]

Leverage the advantages of the Greater Bay Area

China's State Council has recently approved plans to establish cross-border e-commerce pilot zones in 27 cities and regions across the country. Shenzhen, located in Guangdong province, is regarded as China's major cross-border e-commerce hub thanks to its geographical advantages and abundant industry resources. The sector is seen as a significant new driving force for the city's economic growth.

Benefit from favorable policies

Since the pandemic, the cross-border e-commerce market has expanded its role as a driver of foreign trade. Identifying this potential, the Chinese government's 14th Five-Year Plan presents e-commerce development as a new model for foreign trade. It is anticipated that the number of employees involved in the sector will reach 70 million and that cross-border transaction volumes will increase to USD 395 billion by 2025. [2]

Product groups





Manufacturers / suppliers

Household consumer goods, festival / Christmas products, consumer electronics and household appliances, fashion & accessories, sporting goods, hardware, outdoor gardening, medical care products, pet products, building materials and home decoration, beauty, personal care, jewelry & accessories.

Cross-border service providers / products

Consultation services, logistics & warehouse, supply chain, e-commerce operators, cross-border marketing, operation management systems, payment platforms, education and training, talent acquisition, insurance, intellectual property, legal consultation, trademark registration.

E-commerce platforms / media

B2B / B2C cross-border e-commerce platforms, domestic and overseas e-tailers, cross-border e-commerce industrial zone / comprehensive pilot zone, investment policy / project referral, overview of the investment environment, live streaming platforms / equipment / supporting technologies, big data, artificial intelligence and cloud computing, cross-border e-commerce associations, independent broadcasters, industry media.





Channels and platforms include:







Supporting media

Tiktok

Toutiao.cor

WeChat







Subway advertising



8000

Newspapers

Elevator advertising



Cross-border e-commerce platform procurement agents Cross-border e-commerce comprehensive pilot zone traders and service providers

Traditional B2B import and export traders

Physical store retailers

Industry associations



Cross-border e-commerce platform sellers



Brand owners, agents and distributors



Local agents of overseas buyers



Supply chain service providers



A series of seminars were arranged throughout the show. I attended Alibaba Group's forum where plenty of useful sourcing information was covered. The speaker also shared some back-end procurement data with the audience which we can use to make a better product procurement plan for the next quarter.

Mr Wang Peng, General Manager, Shan Xi Yi Mei Jia Jing Technology Co Ltd (Visitor in 2021)



Five major areas in 2022







policy and regulations

industry developmen marketing strategies





supporting services

investment and financing

I was very happy to speak at CCBEC's fringe event to introduce eBay's latest policies and initiatives helping Chinese brands to go overseas. I hope suppliers and sellers can learn more about eBay through the event, and eventually visit our booth to gain further details and register with us.

Mr Angus Wen, Business Development Manager eBay

(Fringe programme speaker in 2021)

2021 show figures

Goobol

2,052

120,000_{sqm}



88% exhibitors

宣洪小爺

AUX LERWELL

MOMO STICK





Exhibitor list 2021

(partial list in no particular order)

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BOYA

LUY∧O'®

HanRun°

Exhibitor analysis

Purpose of exhibiting

68% Establish new partnerships

Showcase new products and business results

Learn about the latest market situation

31% Prepare for a business transaction

23% Network with industry peers

Strengthen existing business relationships

20% Showcase product portfolio

17% Complete sales transaction

Keep track of competitors

Share professional knowledge

Target markets

77% European countries

72% American countries

54% China

42% Asian countries

28% Hong Kong, Macau and Taiwan regions

25% Oceania

17% African countries

Satisfaction with visitor quality

89% Connected with decision makers

89% Satisfied with visitors' overall quality

86% Established new business contacts

86% Expected business after the show

71% Received onsite orders

Purpose of visit

Conduct onsite purchases

Learn about innovative products and new developments

41% Learn about product variety

33% Explore new business partnerships

16% Meet and network with industry peers

Learn about the latest market information

12% Maintain existing business relationships

Prepare for a purchase decision

8% Keep track of competitors

Visitors' business nature

Cross-border e-commerce platform retailer

Cross-border e-commerce platform

Traditional B2B import and export trader

45% Local agent for overseas buyers

37% Brand owner, agent or distributor

29% Physical retail store

Cross-border e-commerce supply chain service providers

E-Commerce Comprehensive Pilot Zone traders and service providers

Industry associations

Others







Visitor analysis

100,958

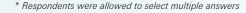
visits

96%

visitors were satisfied or very satisfied with the show

99%

visitors would return for the upcoming edition



Fair details

Fair dates 22 – 24 February 2023

Opening hours 22 – 23 February 9:30 – 17:30

24 February 9:30 – 16:30

Venue Shenzhen World Exhibition & Convention Center

1 Zhancheng Road, Fuhai street, Bao'an District Shenzhen, China

Exhibition space 80,000 sqm gross (estimated)

Number of exhibitor 1,600 exhibitors (estimated)

Organisers China Chamber of International Commerce

China Merchants Exhibition Management (Shenzhen) Co Ltd

Messe Frankfurt (Shenzhen) Co Ltd

Beijing Talent International Exhibition Co Ltd

Shenzhen OCT Exhibition & Convention management Co Ltd

Supporters Commerce Bureau of Shenzhen Municipality

People's Government of Bao'an District

Cross-Border E-Commerce Committee of China Electronics

Chamber of Commerce

Hebei Chamber of International Commerce China Gift & Leisure Products Association

Co-organisers Guangdong E-business Association

China Electronics International Exhibition & Advertising Co Ltd



Participation fees

Standard booth (Minimum 9 sqm)

Manufacturers / suppliers zone RMB 13,800 / 9 sqm

Cross border service providers / RMB 15,800 / 9 sqm

products, e-commerce platforms / media zone

Each 9 sqm booth includes:

Booth construction, 3 wall partitions, wall to wall carpet, 3 spot lights, 1 socket outlet, 1 table & 2 chairs, fascia board, 1 waste bin, daily booth cleaning

* Additional 10% surcharge for booths with 2 or more open sides (only for booths over 18 sgm)

Raw space (Minimum 36 sqm)

Manufacturers / suppliers zone RMB 1,380 / sqm

Cross border service providers / RMB 1,580 / sqm

products, e-commerce platforms / media zone

- * Additional 10% surcharge for corner booths (2 or more open sides)
- * 6% VAT is included in the above price

Contacts

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